

Consolidating Resources to Grow

Dave Sattler, Foundation Board Member – Alcon

Wally Lovejoy, Foundation Board Member – Luxottica



Foundation for
eye health
Awareness

Eye Health Summit | July 20-21, 2010

The Foundation for Eye Health Awareness

2010 Goals

- To create an integrated vision community.
- To increase the number of people, especially those at risk, who schedule comprehensive eye exams via the *Think About Your Eyes* campaign.
- **To consolidate resources that support the public message and grow the vision community.**



Eye Health Summit | July 20-21, 2010

Consolidating Resources to Grow *Development Committee*

- Dave Sattler, Alcon – Chair
- Al Cleinman, Cleinman Performance Partners
- Bart Foster, SoloHealth
- Ed Greene, The Vision Council
- Kenji Hamada, OD, OOGP



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Consolidating Resources to Grow *Regional Advertising Plan*

Maximum penetration over geographic spread U.S. +30% US HHs.



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9 Markets: New York, Los Angeles, Chicago, Denver, Atlanta, Houston, Sacramento, Cincinnati and Portland (OR)

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Consolidating Resources to Grow *National Campaign Plan*



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Consolidating Resources to Grow *Expanding to Underserved*

- Hispanic
- African American
- Kids with health care reform



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Consolidating Resources to Grow *9 Markets Funded at .2% of Revenue*

- If community matched, would pay for National Expansion
 - Hispanic Community Outreach
 - African American Community Outreach
 - Special Interest Groups (kids)
- If community added \$15 to \$17m in addition to current Partners funding would support National Expansion

